

**Int. Cls.: 35 and 41**

**Prior U.S. Cls.: 100, 101, 102 and 107**

**United States Patent and Trademark Office**

**Reg. No. 2,697,823**

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**SERVICE MARK  
PRINCIPAL REGISTER**

**A DIFFERENT KIND OF AGENCY**

BELLSOUTH INTELLECTUAL PROPERTY CORPORATION (DELAWARE CORPORATION)  
824 MARKET STREET  
SUITE 510  
WILMINGTON, DE 19801

FOR: PROMOTING THE GOODS AND SERVICES OF OTHERS BY DISSEMINATING PRINT AND ELECTRONIC ADVERTISING DIRECTORIES; DESIGNING ADVERTISEMENTS AND LISTINGS AND PLACING SUCH ADVERTISEMENTS AND LISTINGS IN PRINT AND ELECTRONIC CLASSIFIED DIRECTORIES; BUSINESS CONSULTING FOR OTHERS IN THE FIELD OF CLASSIFIED TELEPHONE DIRECTORY ADVERTISING; CONDUCTING MARKETING RESEARCH STUDIES OF

DEMOGRAPHICS AND CUSTOMER USAGE PATTERNS AND STATISTICS IN THE FIELD OF CLASSIFIED TELEPHONE DIRECTORIES ADVERTISING, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 10-25-2000; IN COMMERCE 11-1-2000.

FOR: PUBLICATION OF TELEPHONE DIRECTORIES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 10-25-2000; IN COMMERCE 11-1-2000.

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M. E. BODSON, EXAMINING ATTORNEY